

[DOCUMENT NAME] ABSTRACT

[ABSTRACT] An information providing system includes a database having advertisement information and a bid amount of money of an advertisement stored correspondingly.

- 5 Corresponding pieces of advertisement information are select from the database responding to a retrieval request from a terminal to decide an advertisement publishing order based upon the bid amount of money of each of these pieces of advertisement information. The advertisement
- 10 publishing order is decided based upon a probability that is calculated from a ratio of the bid amount of money of each advertisement that becomes an object of display over a sum of bid amounts of money of advertisements that become an object of display. This allows the displaying
- 15 order not to be uniquely decided with the bid amount of money..